



30 Days to Successful Fundraising (Psi Research Success Library)

Stephen Goldstein

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30 Days to Successful Fundraising is perfect for anyone who needs a crash course-or even a refresher course-on fundraising. It covers everything they need to know about getting the money they ask for including: writing effective letters and printed materials, developing compelling visual materials, creating workable fundraising strategies, developing qualitative budgets, cultivating donors, motivating volunteers, integrating public relations with fundraising efforts-even the unthinkable, how and when to say No to a donor. They'll also learn how to speak fundraising by becoming familiar with important terms. After mastering 30 Days to Successful Fundraising, the reader will be able to say I'm a fundraiser with confidence. And more importantly, will know they have taken the most important steps on the road to fundraising success.

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